

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Special Summary Revision of Photo Elect oral Rolls with reference to 01-01-2013 as the qualifying date – Awareness and Publicity Campaign – Payment of bills of Rs.6,48,525/- to M/s Livewires Advertising Pvt Ltd., Hyderabad towards the cost of advertisement charges in all editions of Vaartha, Indian Express & The Etemaad Daily News Papers on 21-10-2012 – Sanctioned – Orders – issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 5247**

**Dated:15-11-2012**

Read the following:-

1. Memo. No.5433/Elecs.C/A1/2012-1, dt:02-07-2012.
2. From G.A. (Elecs.E) Dept. Lr.No.6920/Elecs.E/A2/2012-25, dt:11-10-2012.
3. From M/s Livewires Advertising Pvt., Ltd., Hyderabad Invoice No.Advt-208, dt:21-10-2012.
4. G.O.Rt.No.4195, Finance (BG-III) Department, dt:30-10-2012

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**ORDER:**

The Government in the letter 2<sup>nd</sup> read above have requested M/s Livewires Advertising Private Limited, Hyderabad to insert paid advertisement in all editions of Vaartha, Indian Express & The Etemaad and other Daily News Papers on 21-10-2012 in connection with Special Summary Revision of Photo Elect oral Rolls with reference to 01-01-2013 as the qualifying date and also requested to submit bills as per I & PR approved rates with 1.854% Service Tax extra. Accordingly, the advertisement was published in all editions of Vaartha, Indian Express & The Etemaad Daily News Papers on 21-10-2012.

2. In the letter 3<sup>rd</sup> read above, M/s Livewires Advertising Private Limited, Hyderabad has submitted bill as per approved rates of I & PR Dept., for an amount of Rs. 6,48,525/- as advertisement charges for arranging payment.

3. In view of the above, Government hereby accord sanction for payment of **Rs.6,48,525/-** (Rupees Six lakh forty eight thousand five hundred and twenty five only) to M/s Livewires Advertising Private Limited, Hyderabad towards the cost of Press Advertisement in all editions of Vaartha, Indian Express & The Etemaad Daily News Papers on 21-10-2012 in connection with Special Summary Revision of Photo Elect oral Rolls with reference to 01-01-2013 as the qualifying date.

(Contd..2...)

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 103 Preparation and Printing of Electoral Rolls – SH (04) Assembly and Parliamentary Constituencies – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the funds provided in B.E. 2012-2013 and re-appropriated vide G.O. 4<sup>th</sup> read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, and credit in favour of **“M/s Livewires Advertising Private Limited, Hyderabad” A/c No.004402001070001, Corporation Bank, M.G. Road Branch, Secunderabad, IFSC Code:CORP0000044.**

6. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in audit to the extent of funds now released in relaxation of quarterly regulation orders issued vide Memo 1<sup>st</sup> read above.

7. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
M/s Livewires Advertising Private Ltd.,  
6-3-903/A/9, Surya Nagar, Raj Bhavan Road, Somajiguda, Hyderabad-82.  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad  
The Commissioner of Information & Public Relations, A.P., Hyderabad.

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.  
Finance (Expr.GAD.I/ BG.III) Department.  
SC/SF.

//FORWARDED:: BY ORDER//

SECTION OFFICER